

to understand their impact on themselves by integrating internet teaching tools into the course in the form of semi-structured interviews. Then the information obtained from the interview is combined with the academic literature of college English translation Internet reform, and the main reasons and factors affecting students' cognitive impairment are summarized. 50 excellent college English teachers, pedagogical experts and psychological experts were selected from China to form an expert group, which sent the sorted materials to the members of the expert group, asked them to give feedback on the content, identify the unreasonable reasons and note the reasons for the lack, and evaluated the impact degree of each reason. The impact degree was subdivided into no impact, slight impact, the impact is general and obvious. Sort out the feedback results of the expert group and return them to the expert group for evaluation again until the expert group reaches an agreement.

Results: After the termination condition of the expert group consultation cycle is triggered, the statistical consultation results are shown in Table 1.

Table 1. Statistics of expert group consultation results

| Reason | No effect (%) | Slight impact (%) | General impact (%) | Obvious influence (%) | Full impact (%) |
|--|---------------|-------------------|--------------------|-----------------------|-----------------|
| Online courses are difficult to answer | 4 | 14 | 28 | 42 | 12 |
| Too much information | 2 | 20 | 32 | 36 | 10 |
| Internet tools are difficult to use | 18 | 24 | 26 | 20 | 12 |
| The way of integration is stiff | 22 | 30 | 26 | 14 | 8 |

The values in each cell in Table 1 represent the proportion of the number of people who believe that this reason has an impact on students' cognitive impairment at the corresponding level. It can be seen from Table 1 that the expert group believes that "difficult to answer questions in online courses" is the reason that has the greatest impact on students' cognitive impairment, followed by "too much information", and "rigid integration mode" has the least impact on students' cognitive impairment. The cumulative number of people who choose the impact level of these reasons not lower than the "obvious impact" level accounts for 54%, 46% and 22% respectively.

Conclusions: With the promotion of China's reform and opening-up strategy, the country's demand for high-quality English translation talents is increasing, which puts forward higher talent training requirements for English translation teaching in higher education in China. For the purpose of improving teaching quality, experts and managers in the industry began to apply Internet technology and information tools to college English translation teaching. However, this reform model is a double-edged sword. For college students with cognitive impairment, the reformed teaching model may reduce their learning effect and aggravate the symptoms of cognitive impairment. Through semi-structured interviews with college students and expert investigation and consultation, this study learned that the college English translation teaching model combined with information means is indeed not conducive to the learning and recovery of students with cognitive impairment. Moreover, the expert survey results show that "it is difficult to answer questions in online courses" is the reason that has the greatest impact on students' cognitive impairment, followed by "too much information", and "rigid integration mode" has the least impact on students' cognitive impairment. The cumulative number of people who choose these reasons whose impact level is not lower than that of obvious impact accounts for 54%, 46% and 22% respectively. Because it is difficult to answer questions in online courses, it is difficult for teachers to give timely encouragement and answer questions when students are anxious and nervous because they cannot understand the course due to cognitive impairment, which will generally worsen the symptoms of students' cognitive impairment. After the integration of information tools, the information density of the classroom is significantly increased, and the understanding difficulty of students with cognitive impairment is also significantly greater.

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THE DIRECTION OF CAPITAL ECONOMIC FLOW FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Social psychology is mainly used to study the psychology of individuals and groups in the social environment, and summarize the laws to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it not only pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization, but also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level, such as stereotypes in society first cause-effect, halo effect, etc. In the process of case study related to social psychology, we need to strictly abide by the principle of value neutrality, systematic principle and ethical principle, so as to avoid introducing irrelevant variables into the experiment and reduce the credibility of the results. Since the birth of the first capitalist country, there have actually been no less than 10 financial crises. The direct causes of each financial crisis are different, but they are closely related to capital flows. Therefore, in order to ensure the stability and prosperity of the national economy, it is necessary to analyze the flow direction of the capitalist economy. The essence of capital flow is that the individuals and organizations behind capital trigger specific psychology and decision-making in the social context. Therefore, using the theoretical method of social psychology to study the economic flow of capital has certain theoretical feasibility.

Objective: From the perspective of social psychology, to analyze which psychological factors affect the capital flow of independent economies and the importance of each factor. So as to put forward some suggestions that are conducive to improving the direction of China's scientific control of capital flow, and reducing the possibility of people's loss caused by the disorderly and negative capital flow caused by the irrational psychological activities and emotions of the controller behind the capital.

Objects and methods: By mean of Python crawler, the capital flow data and sociological data of multiple independent economies in the world in more than 70 years after World War II can be obtained from the publicly available macro-financial database and social humanities data. The data sets are cleaned and processed, the invalid data are removed, the high correlation characteristics are combined, and the samples containing blank data are deleted, taking the information of the overall national personality bias, cultural type, psychological expression degree, social openness, group communication mode, the severity of racial prejudice, the popularity of religious psychological habits and other information of the economies in the data set as the input characteristics, and taking the national average annual net capital inflow after World War II (excluding inflation) as the label, it is input into the random forest regression model. When the model parameters are adjusted many times to further optimize the regression effect, the importance coefficient of the characteristics is output to judge the social-psychological factors that affect the capital flow.

Results: After the model training, the statistical results of the characteristic importance coefficient of the model are output, as shown in Table 1 note that the statistical significance level is taken as 0.05.

Table 1. Statistics of characteristic importance of Stochastic Forest regression model of capital flow in independent economies

| Number | Features | Characteristic value | Regression coefficient <i>B</i> | Standard deviation | <i>P</i> | OR | 95% CI |
|--------|--|-------------------------|---------------------------------|--------------------|----------|-------|-------------|
| 1 | Overall national character | Positive and optimistic | -1.882 | 0.262 | 0.007 | 0.520 | 0.098-1.204 |
| 2 | Social openness | Medium open | -1.461 | 0.682 | 0.005 | 0.702 | 0.123-2.459 |
| 3 | Racial prejudice severity | Unbiased | -1.127 | 0.434 | 0.003 | 0.149 | 0.029-1.533 |
| 4 | Cultural type | Confucianism | -0.264 | 0.512 | 0.085 | 0.775 | 0.052-2.362 |
| 5 | Popularity of religious psychological habits | No religion | -0.183 | 0.128 | 0.174 | 0.348 | 0.081-5.115 |
| 6 | Group communication mode | Altruism | -0.135 | 0.248 | 1.514 | 0.541 | 0.047-1.344 |

Note: The data listed in Table 1 are the data of the corresponding characteristic value with the largest absolute value of the importance coefficient in the input characteristics.

It can be seen from Table 1 that the most effective protective factors for increasing the net capital inflow of the economy are positive and optimistic national overall personality bias, moderate openness to social interaction, and no racial bias, and their *P* values are less than the significance level.

Conclusions: In view of the economic and social problems caused by the disorderly flow of capital, this

study analyzes the psychological characteristics and decision-making mode of people and organizations behind the working capital from the perspective of social psychology, looks for relevant data sets and establishes a regression model to analyze the social-psychological factors that will affect the local capital flow. The results of regression analysis show that the most effective protective factors to increase the net capital inflow of the economy are positive and optimistic national overall personality bias, moderate social openness and non-racial bias. This is because a positive and optimistic national overall character will bring higher production efficiency, and the incidence of social-psychological crimes is lower. A medium degree of social openness can achieve a high cost-effective balance between protecting national spiritual independence and obtaining external resources. Non-racial bias can enable citizens to carry out production activities under the condition of lower psychological burden and negative emotions.

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ON THE INFLUENCE OF MARKETING EFFICIENCY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons for consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. Specifically, consumers' consumption psychology is mainly affected by advertising, past consumption experience and lifestyle, which is also the key point to improve marketing efficiency. Therefore, this study attempts to use consumer psychology to analyze the effective measures to improve marketing efficiency from the perspective of consumer psychology.

Objective: To analyze the consumer psychological factors affecting the marketing efficiency of enterprises, and put forward some suggestions to improve the marketing efficiency of enterprises, so as to contribute some ideas from different perspectives to improve the marketing ability and product competitiveness of domestic enterprises.

Objects and methods: Collect classic marketing and consumer psychology papers and books published at home and abroad, carefully study these materials, and summarize some consumer psychology that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology according to the contents of these materials. Then a set of questionnaires is designed and carried out. The survey content is the influencing factors of consumers on enterprise marketing efficiency and the influence level of each factor. The influence degree is divided into five categories: no influence, slight influence, general influence, obvious influence and full influence, and assigned 1, 2, 3, 4 and 5 respectively. The questionnaire incorporates the consumer psychology proposed in this study for the respondents to choose. The reliability and validity of the questionnaire shall be tested. If one of the reliability or validity does not meet the requirements, the corresponding part of the questionnaire shall be adjusted and redesigned, and the reliability and validity shall be tested again until the reliability and validity of the questionnaire are qualified. The subjects of the questionnaire were 232 adults of different ages, occupations and genders, who were obtained by publishing the information of the convening of experimental volunteers in the administrative center of a commercially developed municipal administrative unit in China.

Results: After the questionnaire survey, the invalid questionnaire was collected and removed, the valid questionnaire was entered into the computer, and SPSS23.0 and Excel software has been used for statistical analysis, and the analysis results are shown in Table 1.

Compared with the average of the four psychological phenomena, the psychological degree of scarcity and the pursuit of market efficiency is more obvious. That is, the surveyed consumers believe that the impact of this two-consumer psychology on marketing efficiency is higher than the "obvious impact" on the whole level.